Amendments to the Claims:

The following listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

Claim 1 (currently amended): A method of broadcasting data, comprising:

sending to a receiver scheduling information that includes a scheduled time and identifies an encoding format, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium;

selecting one viewer application, capable of processing a broadcast of data in the encoding format at the scheduled time from a plurality of viewer applications; and

broadcasting the data at the scheduled time.

Claim 2 (canceled).

Claim 3 (original): The method of claim 1, wherein the sent information identifies one of a viewer age and a content provider for the data.

Claim 4 (original): The method of claim 3, wherein the sent information identifies a channel for broadcasting the data; and

the broadcast transmits the data in the identified channel.

Claim 5 (original): The method of claim 4, wherein the identified channel comprises one of a cable channel, a wireless channel, and a multicast group address.

Claim 6 (previously presented): The method of claim 1, wherein the viewer applications decode broadcasted data.

Claim 7 (original): The method of claim 1, wherein the broadcasting starts at a predetermined time after the sending of the information.

Claim 8 (previously presented): The method of claim 1, wherein the content format is an ATVEF format.

Claim 9 (original): The method of claim 1, further comprising:

sending second information about a second scheduled time and content format for a broadcast of new data, the second content format being indicative of a new viewer application for processing the new data; and

then broadcasting the new data during the second scheduled time.

Claim 10 (currently amended): A method of processing data, comprising:

receiving scheduling information providing broadcast times for data broadcasts and information to identify an encoding format and one viewer application, selected from a plurality of viewer applications, to process the data broadcasts, wherein the encoding

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format comprises a content format used to encode the data prior to broadcasting <u>and apart</u> <u>from encoding the broadcast for transmission through a transport medium</u>;

     receiving data from one of the broadcasts at the scheduled broadcast time; and

     processing the received data with the selected viewer application.

Claim 11 (original): The method of claim 10, wherein the scheduling information identifies channels scheduled to broadcast the data.

Claim 12 (original): The method of claim 10, wherein the scheduling information associated with a portion of the broadcasts identifies one of content formats, viewer ages, and content providers of the associated data.

Claim 13 (original): The method of claim 10, wherein the processing comprises:

     decoding the received data.

Claim 14 (currently amended): A method of processing data, comprising:

     receiving scheduling information that provides broadcast times for data broadcasts and information for identifying an encoding format and a viewer applications, selected from a plurality of viewer applications, for processing the broadcasts, wherein the encoding format comprises a content format used to encode the data prior to broadcasting <u>and apart from encoding the broadcast for transmission through a transport</u> <u>medium</u>; and

writing the scheduling information to a scheduling table having entries indexed by

scheduled broadcast times and channels.

Claim 15 (original): The method of claim 14, further comprising:

selecting a viewer application to process received data based on information in the

scheduling table.

Claim 16 (canceled).

Claim 17 (canceled).

Claim 18 (currently amended): A system for receiving data broadcasts, comprising:

an interface to receive broadcasts of data in an encoding format, wherein the

encoding format comprises a content format used to encode the data prior to broadcasting

and apart from encoding the broadcast for transmission through a transport medium;

a data storage device storing a plurality of viewer applications to decode the

received data; and

a processor coupled to the data storage device, the processor to select and execute

viewer applications from a plurality of viewer applications based on scheduling

information and the encoding format for the broadcasts.

Claim 19 (original): The system of claim 18, wherein the data storage device further stores an executable control application for updating a scheduling table in response to receiving new scheduling information for a broadcast of data.

Claim 20 (previously presented): The system of claim 19, wherein the control application selects the viewer application to decode data based on information from the scheduling table.

Claim 21 (previously presented): The system of claim 19, wherein the control application selects the viewer application based on availability data for the viewer applications stored in a viewer application selection table.

Claim 22 (currently amended): A data storage device encoding computer executable instructions for a method of broadcasting data, the instructions to cause a system to:

send information to a receiver about a scheduled time and encoding format for a broadcast of data, the encoding format being indicative of one viewer application selected from a plurality of viewer applications for processing the data, wherein the encoding format comprises a content format used to encode the data prior to broadcasting and apart from encoding the broadcast for transmission through a transport medium; and

broadcast the data at the scheduled time.

Claim 23 (original): The device of claim 22, wherein the information identifies one of a content provider, a viewer age, and a scheduled broadcast channel for the data.

Claim 24 (previously presented): The device of claim 22, wherein the instructions further

cause the system to broadcast the data at a predetermined time after the sending of the

information.

Claim 25 (currently amended): The device of claim 22, <u>wherein</u> the instructions further

<u>cause</u> ~~causing~~ the system to:

broadcast~~ing~~ second information about a second scheduled time and content

format for a broadcast of new data, the second content format being indicative of another

viewer application selected from a plurality of viewer applications to process the new

data; and

then, broadcast the new data at the second scheduled time.

Claim 26 (currently amended): A data storage device storing executable instructions, the

instructions to cause a computer to:

receive scheduling information for encoding formats and broadcast times of

broadcasts of data, wherein the encoding format comprises a content format used to

encode the data prior to broadcasting <u>and apart from encoding the broadcast for</u>

<u>transmission through a transport medium</u>;

receive data from one of the broadcasts at the scheduled broadcast time; and

process the received data with a viewer application for processing encoding

format, the selection of a viewer application from a plurality of viewer applications being

responsive to the scheduling information for the one of the broadcasts.

Claim 27 (original): The device of claim 26, wherein the scheduling information identifies channels scheduled to broadcast the data.

Claim 28 (original): The device of claim 26, wherein the instructions to process further causes the computer to:

decode the received data.

Claim 29 (original): The device of claim 26, the instructions further causing the computer to:

write the scheduling information to a scheduling table having entries indexed by scheduled broadcast times; and

wherein the instruction causing the computer to process causes the computer to select the viewer application based on data from the scheduling table.

Claim 30 (original): The device of claim 26, wherein the instruction causing the computer to process causes the computer to:

select the viewer application from a viewer application selection table listing available viewer applications.